

Message Text

UNCLASSIFIED

PAGE 01 LONDON 15606 272138Z

21

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 RSC-01 /021 W

----- 009311

R 271905Z NOV 74

FM AMEMBASSY LONDON

TO USDOC WASHDC

INFO SECSTATE WASHDC 6109

UNCLAS LONDON 15606

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: SELFRIDGES IN-STORE PROMOTION FY-1976

REF: ANDREWS/MURRIN TELCON, NOV. 26, 1974

1. LETTER OF INTENT SIGNED BY PETER WILLIAMS, DEPUTY GENERAL MANAGER, SELFRIDGES NOV. 27, 1974. IN-STORE-PROMOTION SCHEDULED FOR SPRING 1976, POSSIBLY APRIL. STORE EXPECTS TO PURCHASE AT LEAST 250,000 DOLLARS ADDITIONAL U.S. PRODUCTS FOR SALES PROMOTION.

2. SELFRIDGES PLANS SPECTACULAR CENTER-PIECE ATTRACTION FOR GROUND FLOOR STORE AREA. DURING FORTHCOMING VISIT WOULD LIKE TO DISCUSS AVAILABILITY OF POSSIBLE BI-CENTENNIAL OR RELATED THEME EXHIBITS. STORE PROMOTION MANAGER ALLAN MILLARD WILL ACCOMPANY GROUP FOR THIS SPECIFIC PURPOSE.

3. PETER WILLIAMS, ALLAN MILLARD, PLUS TWO BUYERS TO BE SELECTED, WILL ARRIVE CHICAGO, SUNDAY, JANUARY 12. SELFRIDGES TEAM WILL VISIT CHICAGO HOUSEWARES EXPOSITION MONDAY THRU WEDNESDAY. WEDNESDAY EVENING JANUARY 15 WILLIAMS AND MILLARD WILL DEPART FOR WASHINGTON D.C. FOR JANUARY 16, 17 DISCUSSION WITH USDOC'S IN-STORE-PROMOTION CHIEF AND MOST IMPORTANTLY, TO EXPLORE WITH USDOC HELP METHODS TO OBTAIN A PROPER CENTER-PIECE EXHIBIT (SUCH AS A WELLS FARGO WAGON) TO USE AS CENTRAL THEME. GROUP RETURNING TO U.K. JAN. 19.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 LONDON 15606 272138Z

4. ASSISTANCE REQUESTED

A) BACKUP ASSISTANCE AT HOUSEWARES EXPOSITION TO ENABLE SELFRIDGES TEAM TO MEET MAXIMUM NUMBER APPROPRIATE EXHIBITORS.

B) SPECIAL CONTACTS IN CHICAGO STORES WOULD BE APPRECIATED TO ENABLE ALLAN MILLARD, PROMOTIONS MANAGER, MEET HIS EQUIVALENTS IN LEADING CHICAGO STORES (JAN 13-JAN 15)

C) TWO BUYERS REMAINING IN CHICAGO WOULD WIDTO VISIT MERCHANDISE MART JAN. 16-17.

D) FIELDS OF SPECIAL INTEREST TO TEAM INCLUDE: HOUSEWARES (INCL. HARDWARE, GLASS AND CHINA);DIY; FURNITURE; TOYS; WOMEN'S, MEN'S AND CHILDREN'S FASHION LEISURE WEAR; LINGERIE; GIFTS AND NOVELTIES.

E) SELFRIDGES WOULD BE GRATEFUL IF SOURCES OF DISPLAY EXHIBITS COULD BE IDENTIFIED PRIOR TO VISIT. WILLIAMS/MILLARD COULD THEN FOLLOW UP DURING WASHINGTON VISIT.

SOME POST SUGGESTIONS FOR USDOC CONSIDERATION ARE:
WELLS FARGO, 420 MONTGOMERY STREET, S. FRANCISCO 94101
MODEL WAGON

HISTORICAL SOCIETIES SUCH AS SMITHSONIAN INSTITUTION,
1000 JEFFERSON DRIVE SW, WASHINGTON D.C. 10560

NASA,400 MARYLAND AVENUE, SW, WASHINGTON D.C. 20546

BICENTENNIAL COMMITTEE.

U.S. MOVIE STUDIOS

F) EMBASSY WOULD APPRECIATE ADVICE BEST LEISUREWEAR FASHION SHOWS AND CENTERS WHICH SELFRIDGES FASHION BUYERS COULD VISIT L975. THERE IS PARTICULAR INTEREST IN AT LEAST ONE VISIT TO CALIFORNIA FASHION CENTERS.

5. SPECIAL CONSIDERATION ASKED FOR THIS PROJECT AS IT IS FIRST OF ITS KIND IN U.K. FOR OVER TEN YEARS AND SUCCESS SHOULD HAVE IMMENSE, POSITIVE, MULTIPLIER EFFECT.

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 27 NOV 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974LONDON15606
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740345-0774
From: LONDON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t1974118/aaaaagio.tel
Line Count: 96
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: ANDREWS/MURRIN TELCON, NOV. 26, 1974
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 13 NOV 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <13 NOV 2002 by maustmc>; APPROVED <25-Nov-2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SELFRIDGES IN-STORE PROMOTION FY-1976
TAGS: BEXP, UK
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005